

## Profile

I'm a creative, multi-skilled Web Designer with a passion for delivering original design solutions. I have experience in working on both PC and Mac operating systems and have an excellent knowledge of the Adobe Creative Suite products, HTML, CSS and CMS systems. I am a driven individual with the commitment to continuously develop my skills. Over 16 years' experience working for blue chip companies, world leading sporting brands and SMEs has enabled me to develop a wide knowledge and understanding of different industries.

## Key Experience

**Website Design** - Design, build and implementation of static websites using cascading style sheets html 5, incorporating JavaScript elements, down-loadable documents, full search engine optimization and content management systems.

**Website Maintenance/Stats** - CMS management of larger websites through systems provided by third parties, incorporating JavaScript and other tools to enhance the usability of the site. Running and analysing of web statistics from Google analytics monitoring user experiences and effectiveness of marketing strategies.

**Website Design Visual Concepts/Wireframes** - Design and production of visual concepts/wireframes to aid in the re-design of websites.

**Web Marketing Design** - Design and build of web based marketing material such as banners/skyscrapers and e-mails to aid in effective communication of offers and key selling messages.

**Image & Illustration Manipulation** - Digitally enhancing and editing images, illustrations to maximise the impact of their use using Fireworks and Photoshop.

**Graphic Design** - Design of print based marketing material, magazine/newspaper adverts, flyers, match day program adverts for Manchester United and Sunderland FC, posters, postcards, business cards, etc.

## Main Key Skills

- Web Design
- Graphic Design
- Adobe Creative Suite
- Microsoft Office
- Documentation creation
- File conversion
- CMS systems (EPIServer and Sitecore)
- SEO
- HTML and CSS
- Image manipulation
- Other software (Jive platform)
- Social media management

## Employment History

**Web Designer/Developer, January 2020 – June 2020:** MediaBlanket Ltd

- Creation of UX designs to support the digital transformation of MediaBlanket Ltd
- Maintenance and development of existing websites for all brands
- Design and creation of digital assets for marketing campaigns
- Design and build of marketing emails for all brands
- Work closely with the development team in the design and build of new website functionality.

**Web/Graphic Designer, October 2018 – December 2019:** American Golf & Online Golf

- Creation of UX designs to support the digital transformation of the American Golf and Online Golf sites
- Work closely with the ecommerce trading managers to identify key areas of the sites for improvement.
- Maintenance and development of the American Golf and Online Golf sites using HTML and CSS
- Play a key role in the creation of concepts for marketing campaigns
- Creation of digital marketing assets for web and social media
- Design and build of emails for both American Golf and Online Golf
- Design and creation of retail POS for the American Golf stores
- Design and creation of direct mail marketing assets

**Web Designer, December 2017 – September 2018:** Wyndham Vacation Rentals (cottages.com & hoseasons.co.uk)

- Maintenance and development of the cottages.com and hoseasons.co.uk websites and all sub brands using HTML, CSS and JavaScript
- Creation of UX designs to support the digital strategy
- Creation of digital assets for online marketing and social media campaigns
- Play a key part in digital projects

**Digital Designer/Content Editor, May 2017 – November 2017:** Midcounties Co-operative Travel (Temporary Contract)

- Creation of digital assets for web, social media and email
- Maintenance and development of existing website.
- Key role in the migration of content from the old site to the new site
- Creation of UX designs for new website features
- Liaise with key stakeholders across the business and build strong working relationships

**Unemployed, December 2016 – May 2017**

Unemployed due to being made redundant from Turning Point

**Web/Graphic Designer, July 2016 – December 2016:** Turning Point

- Created UX designs to support Turning Point's employee facing digital strategy
- Designed posters, leaflets and other print material for various internal communication campaigns
- Designed user manual templates
- Designed digital marketing collateral such as web banners
- Digitally enhanced and edited images and illustrations to maximise the impact of their use using Photoshop
- Managed, developed and updated the intranet to improve the user experience
- Utilised analytics data and research to pro-actively enhance the user experience of the intranet through enhanced content and design
- Pro-actively researched new and innovative web products and technological developments for Employee Communication
- Ensured web development procedures and best practices are adhered to

**Digital Content Editor, September 2014 – July 2016:** Bupa UK

- Created, updated and developed web pages on [www.bupa.co.uk](http://www.bupa.co.uk) for both BAU and projects
- Proactive in driving and delivering changes to the site, to improve the user experience.
- Used Active Standards to monitor page errors and made relevant changes
- Reported any site issues and worked with relevant parties to identify solutions
- Worked closely with the wider digital team to review BAU and project work
- Responsible for setting up new CMS users and defining roles and permissions
- Pro-actively reviewed content and identified areas of improvement
- Played a key role in the definition of naming conventions, labels, filing and structure of media items and pages within the CMS
- Delivered CMS training sessions to the wider business

- Played a key role in the delivery of projects
- Digitally enhanced and edited images and illustrations to maximise the impact of their use using Photoshop

**Web/Graphic Designer, April 2011 – August 2014:** Bupa Health and Wellbeing

- Designed posters, desk drops, exhibition stands and other print material to support internal communications
- Designed and built internal email templates as a standard for cross functional communications
- Photography e.g. event, publication and exec profiles
- Organisation of internal events working with a team to achieve cross departmental objectives
- Developed concept and implementation of employee engagement events
- Stakeholder management at all levels, internally and externally
- Responsible for the development, structure and design of a new UK Market Unit intranet
- Management, maintenance and development of the UK Market Unit intranet
- Responsible for the internal social collaboration tool Bupa Live (Bupa's "Facebook") which involved design, build and development of spaces, groups and other content

**Web/Graphic Designer, May 2007 – March 2011:** Co-operative Travel, Escape Holidays, Beach Holiday Deals and Co-operative Travel Sports and Events.

- Designed, built, maintained and developed a variety of websites using HTML, CSS, and CMS systems
- Created visual concepts/wireframes to aid in the re-design of websites
- Ran, analysed and reported web statistics from Google analytics monitoring user experiences and effectiveness of marketing strategies.
- Created digital marketing assets and emails to aid in effective communication of offers and key selling messages.
- Digitally enhanced/edited images and illustrations to maximise the impact of use using Photoshop and Illustrator
- Designed match day programme and magazine adverts for Manchester United and Sunderland Football Club
- Designed posters, business cards, postcards and other print based marketing material

**Helpdesk Co-ordinator, June 2006 – May 2007:** Co-operative Travel.

**Sales Co-ordinator, June 2004 – May 2006:** Co-operative Travel.

**Sales Support Administrator, 2003 – 2004:** Cartel Marketing.

**Administrator & Agency Sales Support, 1997 – 2003:** Cresta Holidays.

## *Portfolio*

In my role as digital content editor I was involved in the day to day running of bupa.co.uk creating and updating pages across the site.

**Bupa UK** – [www.bupa.co.uk](http://www.bupa.co.uk)

**Cottages.com** - [www.cottages.com](http://www.cottages.com)

**American Golf** - [www.americangolf.co.uk](http://www.americangolf.co.uk)

**Online Golf** - [www.onlinegolf.co.uk](http://www.onlinegolf.co.uk) (plus the various international versions of this site)

My portfolio of personal website projects can be found on my personal website.

**JMcGregor** - [www.jmcgregor.co.uk](http://www.jmcgregor.co.uk)

**JMcGregor Photography** – [www.jmcgregor.photography](http://www.jmcgregor.photography)

## ***Development***

I'm always looking at ways to develop myself and have recently bought the following courses which I am currently working through.

**The Complete Web Developer 2.0:**

[www.udemy.com](http://www.udemy.com)

**UX & Web Design Master Course:** [www.udemy.com](http://www.udemy.com)

**The Complete Apple Watch Developer Course:**

[www.udemy.com](http://www.udemy.com)

**IOS 10 and Xcode 8 – Complete Swift 3 & Objective-C Course:** [www.udemy.com](http://www.udemy.com)

**How to Design & Prototype in Adobe XD:**

[www.udemy.com](http://www.udemy.com)

## ***Education & Relevant Coursework Completed***

**InDesign Level 2, Jan 2008:** New Horizons, Manchester

**InDesign Level 1, Sep 2007:** New Horizons, Manchester.

**Basic SLR Photography, Jan 2007 – Mar 2007:** South Trafford College, Timperley, Cheshire.

**City & Guilds, Web Design, 2005 – May 2006:** South Trafford College, Timperley, Cheshire.

**BTEC GNVQ Intermediate, Leisure & Tourism, 1996 – 1997:** South Trafford College, Timperley, Cheshire.

**GCSEs (B-D), 1991 – 1996:** Lostock High School, Stretford, Manchester.  
Media Studies; Drama; Maths; English Language; English Literature; Geography; Science; French

## ***Interests***

Photography, Windsurfing, Kayaking, Mountain Biking, Road Cycling, Fly Fishing, Travelling, Classic Cars, DIY, Reading Books/Magazines and Sketching.